

PRESERVATION MARYLAND



"Cities, villages & towns need old buildings so badly it is probably impossible for vigorous streets and districts to survive without them."





What is placemaking?

Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being. It's both a philosophy and a way of improving places.

A Great Fit for Rural Communities

- 1. It's cost-effective.
- 2. It builds on existing assets.
- 3. It does not focus on unrealistic megaprojects.

Or, put another way, it's lighter, quicker & cheaper.



What Makes a Great Space?

- It is: Connected
- It is: Social
- It is: Comfortable
- It is: <u>Activated</u>

But, these alone do not make a great space. The missing ingredient is <u>authenticity</u>.

Placemaking Concepts to Consider

- 1. Improve streets as places (not just for cars)
- 2. Think of parks as multi-use destinations
- 3. Build local economies through markets
- 4. Reinvent community planning
- 5. Consider the power of 10
- 6. Know your places (inventory) & be honest
- 7. Start small & experiment

Start by asking a question?



Seasonal/One-Time Events

- Start a dialogue about the value of places.
- Examples
 - Street closures/block parties
 - Temporary street adjustments to activate spaces



Annapolis Dinner Under the Stars







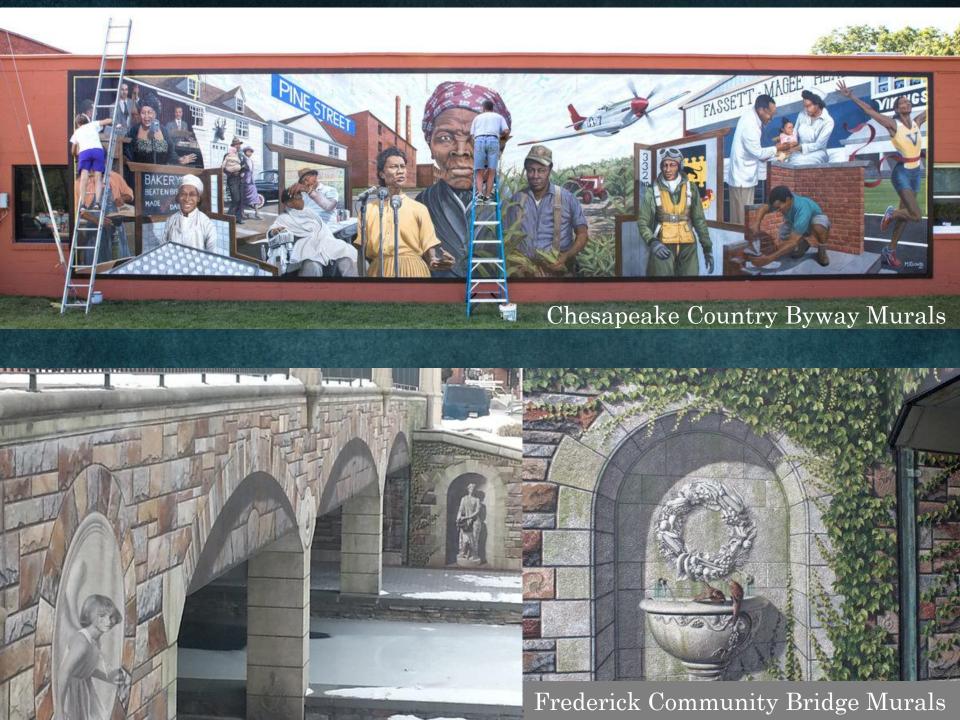
Activating Spaces with Art

• Source of pride and community spirit.

Success depends
heavily on
community
involvement &
selection of spaces.



Chesapeake Country Byway Murals



Using History to Activate Spaces







Ferndale, Michigan Signage Program

Williamsport, PA River Walk

Why should elected officials support this work?

- There is an important and significant correlation between how attached people feel to where they live and local GDP growth.
- What most drives people to love where they live (their attachment) is their perception of aesthetics, social offerings, and openness of a place.

Knight Foundation's Soul of the Community study

Take the plunge

- Evaluate, Survey, Ask questions & Analyze.
- The more partnerships the better.
- Get moving quick and do something cheap.
- Flexibility is imperative.

Great Resources

- Project for Public Spaces (pps.org)
- Creative Placemaking Resources (arts.gov)
- Strong Towns (strongtowns.org)
- PlacemakingResource.com



STRONG TOWNS